

REMARKS

This Amendment is responsive to the Office Action mailed Oct. 4, 2006. Claims 24 – 34 were pending, and the Office Action rejected all claims. Specifically, Claims 24 – 31 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Enomoto (U.S. Patent No. 5,974,401), in view of Parulski (U.S. Patent No. 6,573,927), in view of Maurinus (U.S. Patent No. 5,606,365), and in further view of Safai (U.S. Patent No. 6,642,956). Claims 32 – 34 were rejected over Enomoto in view of Maurinus and Safai.

The present invention has unique device identification data that is used to facilitate the ordering of prints by storing the user information, which includes user address and/or billing information, associated with each unique device identification data. In contrast to the present invention as currently claimed, the Maurinus reference stores pixel mapping data and other camera specific technical data in a database that can be accessed using a unique camera identifier. While the Maurinus reference mentions ordering prints (col. 9, lines 53 – 65), it does not teach or suggest that the camera ID code can be used to retrieve user information, such as address and/or billing information, as opposed to only technical information pertaining to unique technical issues for each camera (i.e. pixel maps of “dead” pixels, etc.).

The Examiner has added the Safai reference in an attempt to overcome the shortcomings of the three previously cited references. However, Safai also fails to teach or suggest a system as currently claimed. Specifically, according to the present invention, the unique camera ID is used to register the camera and user with a print ordering system to facilitate the ordering of print images. In contrast, the “Authentication Stamp” block 418 illustrated in Fig. 4 of Safai, merely applies a digital signature stamp to each digital picture to authenticate the camera, author or date of a particular digital image. For example, the patent states:

The authenticity stamp is useful for many purposes including, for example, authenticating the source camera, image author, and image date of any digital image so stamped. (col. 15:36-39)

The cited sections, and the “Authentication Stamp” block 418 do not teach or suggest “the user information includes address information and/or billing information, and the user information and unique device identification data are stored and used to facilitate the ordering of prints of the pictorial data based on the unique device identification data, such that when the user management system recognizes the user based on the identification data, the user information is automatically retrieved for purposes of ordering the prints” (Claims 24 and 32). The Safai reference does not teach or suggest using the authentication stamp as a means to register the camera with a print ordering service, and linking user information.

Only by using impermissible “hindsight reconstruction” can the four references even be combined, as they are not all directed to a print ordering system. And as argued above, even the combination fails to teach or suggest the present claims. Thus, it is believed that the cited prior art of record does not fairly teach or suggest a system that facilitates the ordering of prints by associating a unique device identification data with user address and/or billing information. The present invention greatly simplifies the need to re-enter such information each time a print order is processed. As discussed above, Maurinus and Safai fail to teach or suggest the need for such a system.

It is now believe that the claims are in condition for allowance. If the Examiner believes that a telephone conference will expedite the examination of this application, the Examiner is requested to contact the below named attorney at the listed telephone number.

The Commissioner is hereby authorized to charge any fees (or credit any overpayment) associated with this communication and which may be required under

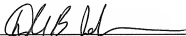
37 CFR §1.78 to Deposit Account No. 50-2603, **referencing Attorney Docket No. 351778.04400. A duplicate sheet is attached.**

Respectfully submitted,

REED SMITH LLP

Dated: March 28, 2007

By: _____


Name: Doyle B. Johnson
Registration No. 39,240
Attorneys for Applicants

Two Embarcadero Center, Suite 2000
P.O. Box 7936
San Francisco, CA 94120-7936
Direct Dial (415) 659-5969
(415) 543-8700 Telephone
(415) 391-8269 Facsimile